HAPE SPIELELAND

Tauchen Sie ab in unsere neuen Hape Welten und schaffen Sie ein magisches Erlebnis für Ihre Kunden

Das Hape Spieleland bietet ein flexibles Design, das auf einem regulären Rastersystem basiert, welches eine ganz individuelle Anpassung an Ihren Shop ermöglicht. Es ist in vielen verschiedenen Layouts und Größen für Shops erhältlich. Das Hape Spieleland kann von einer empfohlenen Mindestgröße von 5 qm bis hin zu großen Flächen von 50 qm ausgestaltet werden.

1.0

1.0 IHR INDIVIDUELLES KONZEPT

1.1 Flächenplanung

Gerne kommt Ihr persönlicher Ansprechpartner der Toynamics Europe GmbH persönlich bei Ihnen vorbei, um Aufmaß Ihrer Flächen zu nehmen und etwaige Gestaltungsmöglichkeiten mit Ihnen zu besprechen. Sie persönlich entscheiden, welche Module für Ihren Shop in Frage kommen – ob drei, vier oder fünf Rückwandmodule, ein Spielplatz, die große Eisenbahngondel oder doch die kleine Musikgondel. Mit unserem Spieleland Miniaturset, können Sie spielerisch die Module auf der Fläche hin und herschieben und Ihren Shop selbst mitgestalten.

1.2 Projektierung

Sobald Sie sich auf ein Konzept für Ihr Spieleland geeinigt haben, wird die Umsetzung von Toynamics projektiert. Insgesamt können Sie mit einer Vorlaufzeit von drei Monaten rechnen. Folgende Phasen werden im Rahmen des Projekts umgesetzt:

1. Präsentation und Besprechung einer möglichen Umsetzung
2. Planungstermin mit Miniatur-SiS-Koffer – Flächenplanung & Aufmaß nehmen
3. Bereitstellung von Bildern, Flächenplan, Themen, Maßen und gewünschten Modulen
4. Design individuelle Planung des Spielelands
5. Abstimmungsphase – Feedbackrunden und Freigabeprozess
6. Produktion und Lieferung
7. Aufbau durch ein professionelles Ladenbau Team

2.0

2.0 DESIGN

2.1 Informationen

Zur Erstellung Ihres individuellen Hape Spielelands werden zunächst Informationen von Ihrem Geschäft benötigt. Hierzu gehören Flächenplan, Maße des vorgesehenen Bereichs, Fotos der Fläche, gewünschte Shop Module, gewählte Boden- und Wandbeklebungen, Timings.

2.2 Planung

Anschließend starten wir mit der konkreten Planung Ihres Shops, ersten Bestückungsvorschlägen sowie der Kalkulation der zu erwartenden Kosten. Die Kostenstruktur der Erlebniswelt wird gedrittelt und zu 1/3 vom Hersteller Hape, 1/3 von Toynamics und 1/3 von Ihnen getragen. Sie erhalten nach Freigabe Ihres Hape Spielelands eine Nutzungsvereinbarung, die mit einer jährlichen Rückvergütung Ihrer Kosten arbeitet.

2.3 Spieleland Design

Mittels der von Ihnen erteilten Informationen können wir nun das erste 3D Rendering Ihrer neuen Hape Erlebniswelt gestalten. Sie erhalten einen Flächenplan mit Ihren gewünschten Modulen und Themen, samt Boden- und Wandbeklebung, sofern gewünscht.

2.4 Abstimmung und Freigabeprozess

Nach Durchsicht des ersten Shop Designs, übermitteln Sie uns Ihr Feedback und wir gehen entsprechend in die Überarbeitung, wenn nötig. Nach Freigabe durch Sie, erfolgen Produktion und Versand Ihres individuell konfigurierten Shops.

3.0

3.0 Umsetzung

3.1 Lieferung und Organisation

Nach Ihrer Freigabe und Bestellung der Hape Erlebniswelt, teilen wir Ihnen den voraussichtlichen Liefertermin mit. Sobald dieser feststeht, planen wir gemeinsam den Aufbau. Der Aufbau des Shops beansprucht, je nach Größe, 1-2 Tage. Bitte stellen Sie sicher, dass an diesen Tagen die Fläche bereits freigeräumt und alle relevanten Ansprechpartner (Haustechniker, Abteilungsleiter/Geschäftsführer für die Abnahme) vor Ort sind und teilen uns vorab die Kontaktdaten mit.

3.2 Aufbau

Es ist so weit, wir bauen Ihre neue Erlebnis Welt. Unser Aufbauteam von ca. 2-3 Personen kommt zum Aufbau in Ihr Geschäft. Die Anwesenheit Ihres Haustechnikers wird vorerst nur für eine kurze Einweisung benötigt. Im Anschluss baut das Team selbstständig auf. Sie erhalten die Kontaktdaten unseres Toynamics Projektmanagers sowie die direkten Kontaktdaten des Aufbauteams bereits vorab und können beide bei Rückfragen kontaktieren.

4.0

4.0 Kleine Lösungen ohne Projektlaufzeit

4.1 Sehr gerne bieten wir Ihnen auch kurzfristig kleine Shop-Lösungen an. Gerne können Sie wahlweise folgende Einzelmodule bei uns auf dem direkten Bestellweg ab Europäischem Zentrallager ordern:

E9546 Einzelwand

E9547 Doppelwand

E9550 Kleine Gondel

Bitte berücksichtigen Sie, dass das Mobiliar selbst aufzubauen ist.

Hape

Hape Playland Units

2023

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Hape Playland

A journey into Hape world

In the broad panorama of toys we want to stand out for our quality and attention to design showing our range in a new inspiring way.

The first impression we want to give is:
Hape is playful, innovative, friendly, affordable, passionate and more than anything willing to make the world a playful place where children will never stop to learn.

01

How it works

The best result in few simple steps

1-Identify the area for Hape Playland;
2-Choose the categories to sell and displays to use;
3-The area and the layout gets designed;
4-Add the cherry on the cake with the accessories;
5-Enjoy a new exciting Hape Playland!

Size examples

Flexibility and adaptability

Hape Playland has a flexible design based on regular grid system that let to adapt it to many different layouts and dimensions of the stores.
One Hape playland can go from a minimum recommended size of 5 sqm / 54 sqft up to big areas of 50 sqm / 540 sqft.

For a playland, bigger area or a special request please contact the regional office.
Following some examples of different Hape Playland sizes.

03

Example Minimum size

5 sqm/54 sqft

Average merchandising value (SRP price):

RMB ¥58'000,00 EUR 7'650,00€ USD $8'500,00

Example Small size

6 sqm/64 sqft

Average merchandising value (SRP price):

RMB ¥67'00,00 EUR 8'800,00€ USD $9.700,00

Example Small size

9 sqm/96 sqft

Average merchandising value (SRP price):

RMB ¥106'500,0 EUR 14'000,00€ USD $15'500,00

Example Small size

10 sqm/107 sqft

Average merchandising value (SRP price):

RMB ¥87'000,00 EUR 11'500,00€ USD $12'500,00

Example Small size

13 sqm/140 sqft

Average merchandising value (SRP price):

RMB ¥128'500,00 EUR 17'000,00€ USD $18'500,00

Example Small size

14 sqm/150 sqft

Average merchandising value (SRP price):

RMB ¥132'000,00 EUR 17'500,00€ USD $19'000,00

Example Medium size

18 sqm/193 sqft

Average merchandising value (SRP price):

RMB ¥173’000,00 EUR 22’500,00€ USD $25’000,00

Example Medium size

21 sqm/226 sqft

Average merchandising value (SRP price):

RMB ¥176'000,00 EUR 23'000,00€ USD $25'500,00

Example Medium size

21 sqm/226 sqft

Average merchandising value (SRP price):

RMB ¥173'000,00 EUR 22'500,00€ USD $25'000,00

Example Big size

35 sqm/376 sqft

Average merchandising value (SRP price):

RMB ¥207'500,00 EUR 27'500,00€ USD $30'000,00

Overview examples

5sqm / 54sqft

6sqm / 64sqft

9sqm / 96sqft

10sqm / 107sqft

13sqm / 140sqft

14sqm / 150sqft

18sqm / 193sqft

21sqm / 226sqft

21sqm / 226sqft

35sqm / 376sqft

These are just examples of the flexibility of Hape Playland.

For a customized Hape Playland please contact the regional office.

Playland Units

Double wall unit	**19**
Extension unit	**20**
Single wall unit	**24**
Gondola module 120	**25**
Gondola module 90	**26**
Front panels	**27**
Tunnel module 120	**36**
Tunnel module 90	**37**

E9547 - Double wall unit

It includes: structure, 10 shelves with integrated lights, 10 shelf price holders, red stripes for shelves, 1 logo light 40cm.

Elements included

Double wall unit structure

10x Shelves

Undershelf lights

1x Logo with integrated light 40cm

10x Price holders for shelf

Roll of Red stripe for shelves

Floor stickers are not included, they can be ordered separately. More details at page 69

Packaging informations:

Code	Dimensions (mm)	Weight (kg)	Elements
E9547-1	1165 x 435 x 155	32,6	Shelves
E9547-2	1165 x 435 x 155	32,6	Shelves
E9547-3	1165 x 615 x 185	36,8	Metal back panels
E9547-4	1165 x 615 x 185	54	Upright side + connectors
E9547-5	1165 x 615 x 185	50	Upright side + others
E9547-6	1165 x 615 x 265	8	Upright backwall center

E9548 - Extension unit

Elements included

Extention unit structure

5x Shelves

Undershelf lights

1x Logo with integrated light 40cm

5x Price holders for shelf

Roll of Red stripe for shelves

PVC Payoff

Love Play Learn

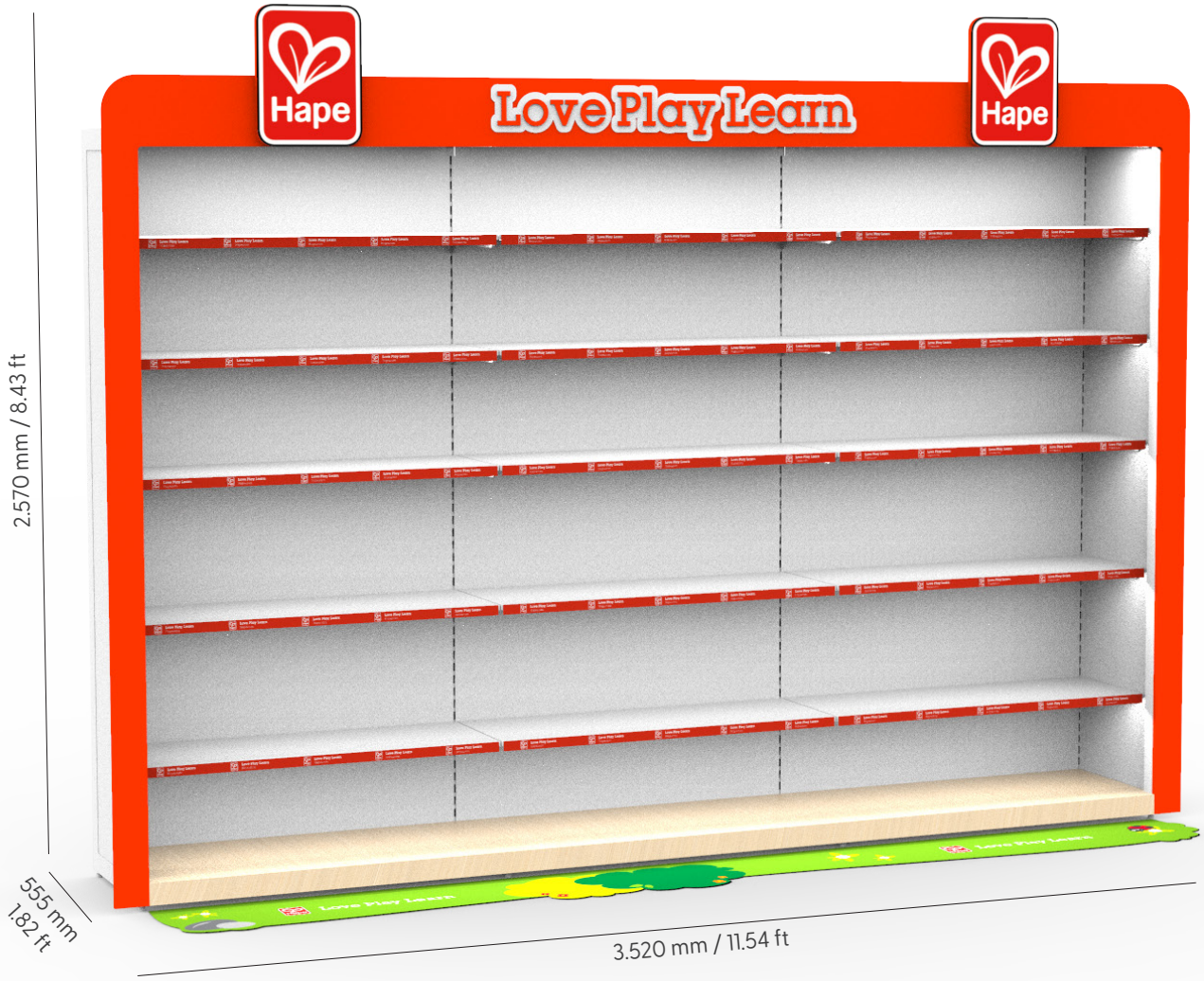
It includes: structure, 5 shelves with integrated lights, 5 shelf price holders, red stripes for shelves, 1 logo light 40cm, 1 PVC Payoff.

Packaging informations:

Code	Dimensions (mm)	Weight (kg)	Elements
E9548-1	1165 x 435 x 155	32,6	Shelves
E9548-2	1165 x 615 x 185	43,5	Metal back panels
E9548-3	1165 x 615 x 265	8	Structure

3 Sections

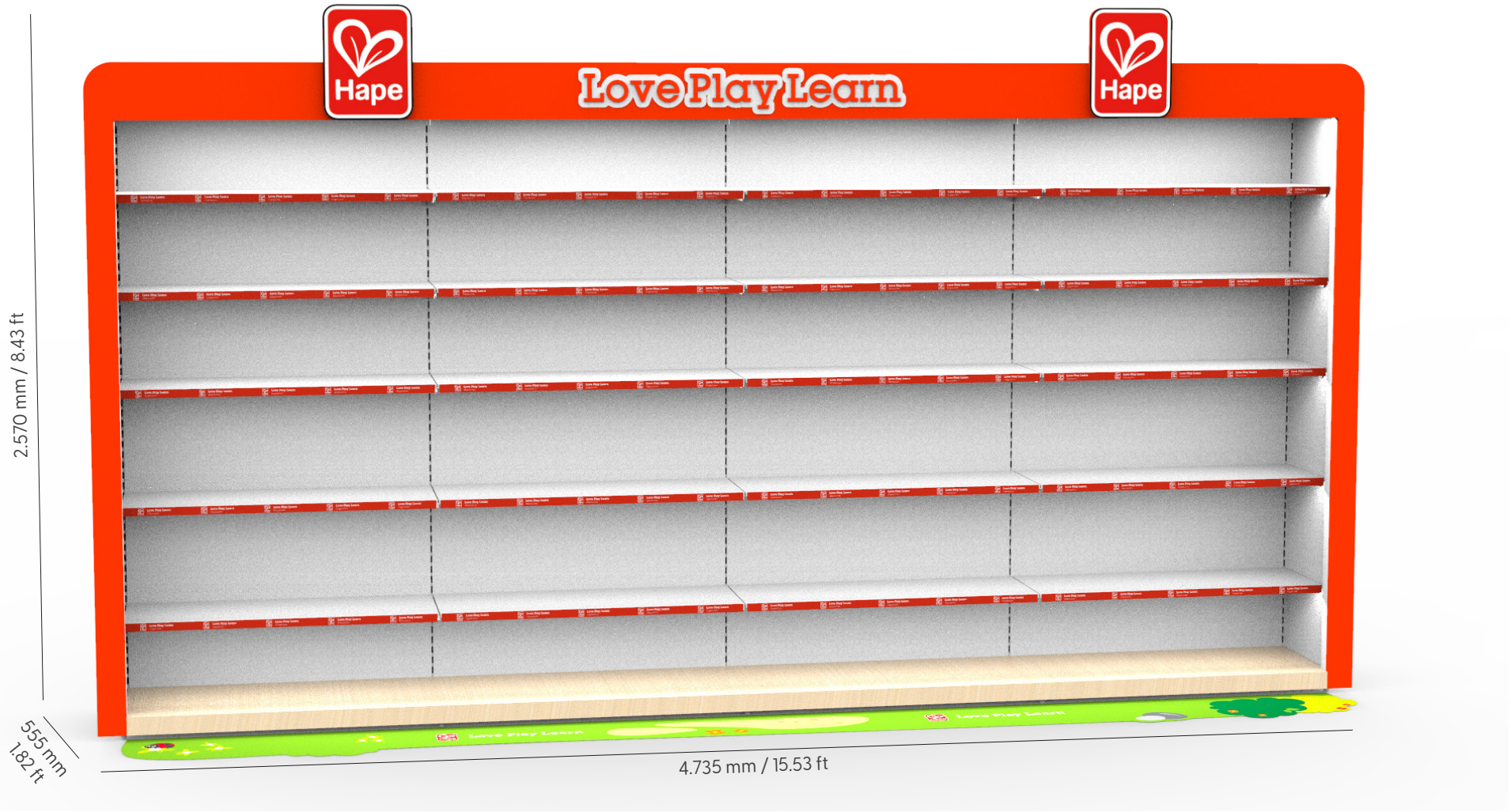
E9547 Double Section + E9548 Extension unit x1



Floor stickers are not included, they can be ordered separately. More details at page 69

4 Sections

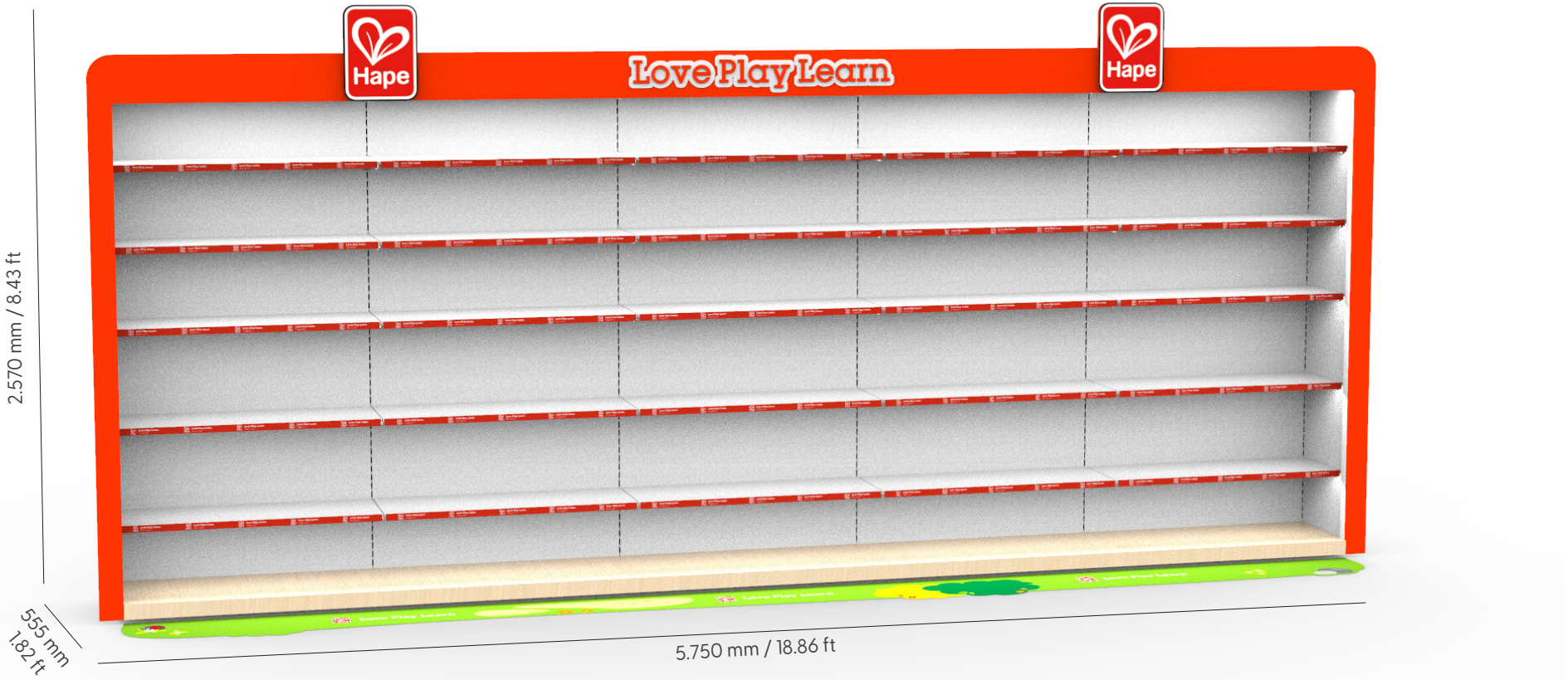
E9547 Double Section + E9548 Extension unit x2



Floor stickers are not included, they can be ordered separately. More details at page 69

5 Sections

E9547 Double Section + E9548 Extension unit x3



Floor stickers are not included, they can be ordered separately. More details at page 69

E9546 - Single wall unit

It includes: structure, 5 shelves with integrated lights, 5 shelf price holders, red stripes for shelves, 1 logo light 30cm.

Elements included

Single wall unit structure

5x Shelves

6x Undershelf lights

1x Logo with integrated light 30cm

5x Price holders for shelf

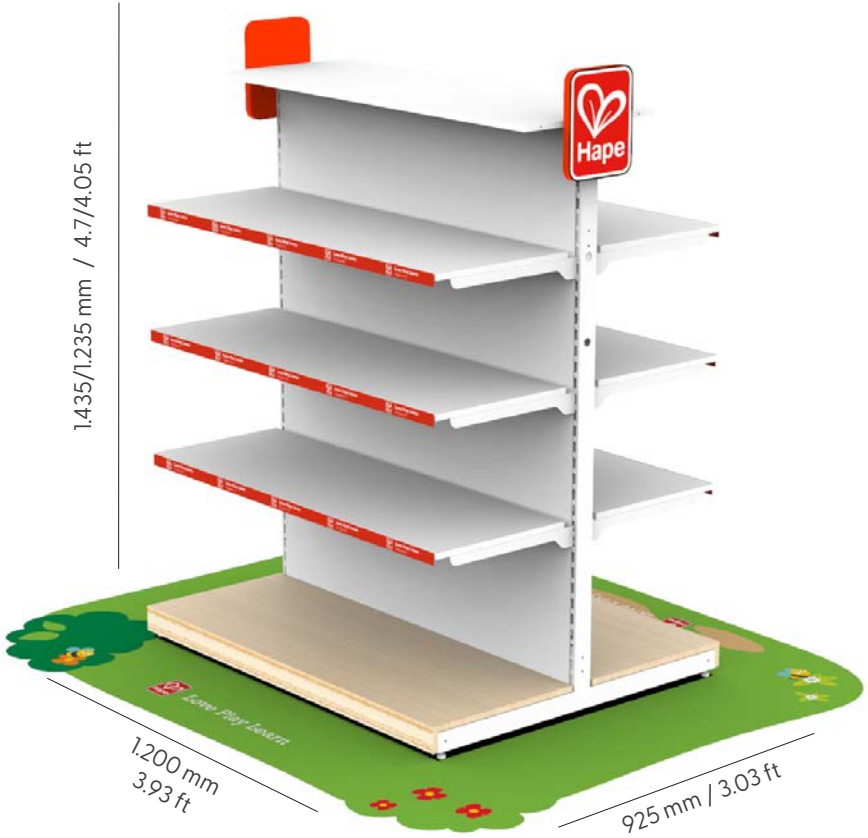
5x Red stripes for shelves

Floor stickers are not included, they can be ordered separately. More details at page 69

Packaging informations:

Code	Dimensions (mm)	Weight (kg)	Elements
E9546-1	1160 x 450 x 165	30,6	Shelves
E9546-2	1155 x 635 x 120	25	Metal back panels
E9546-3	1170 x 260 x 175	23,5	Upright left
E9546-4	1310 x 600 x 245	54,7	Upright left + the rest of them

E9551 - Gondola module 120 h150/120



Elements included

Extention unit structure

6x Shelves

Undershelf lights

2x Logo with integrated light 25cm

6x Price holders for shelf

Roll of Red stripe for shelves

Floor stickers are not included, they can be ordered separately. More details at page 69

It includes: structure, 6 shelves with integrated lights, 6 shelf price holders, red stripes for shelves, 2 logo light 25cm.

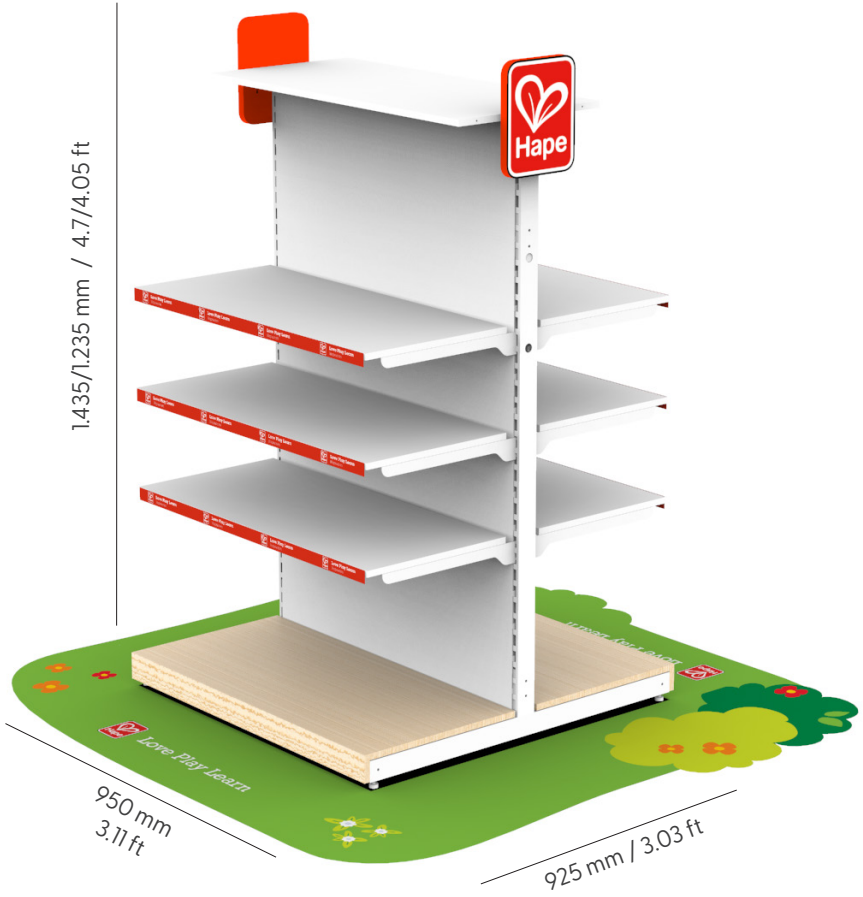
Usable both for 120cm high and 150cm high

To combine with frontal panels

Packaging informations:

Code	Dimensions (mm)	Weight (kg)	Elements
E9551-1	1165 x 615 x 105	32,5	Metal back panels
E9551-2	1165 x 435 x 155	38,5	Shelves
E9551-3	1185 x 505 x 165	36,5	Structure

E9553 - Gondola module 90 h150/120



Elements included

Extention unit structure

6x Shelves

Undershelf lights

2x Logo with integrated light 25cm

6x Price holders for shelf

Roll of Red stripe for shelves

Floor stickers are not included, they can be ordered separately. More details at page 69

It includes: structure, 6 shelves with integrated lights, 6 shelf price holders, red stripes for shelves, 2 logo light 25cm.

Usable both for 120cm high and 150cm high

To combine with frontal panels

Packaging informations:

Code	Dimensions (mm)	Weight (kg)	Elements
E9553-1	860 x 615 x 105	24	Metal back panels
E9553-2	865 x 435 x 155	29	Shelves
E9553-3	1185 x 505 x 165	31,5	Structure

E9607 - General dress 150

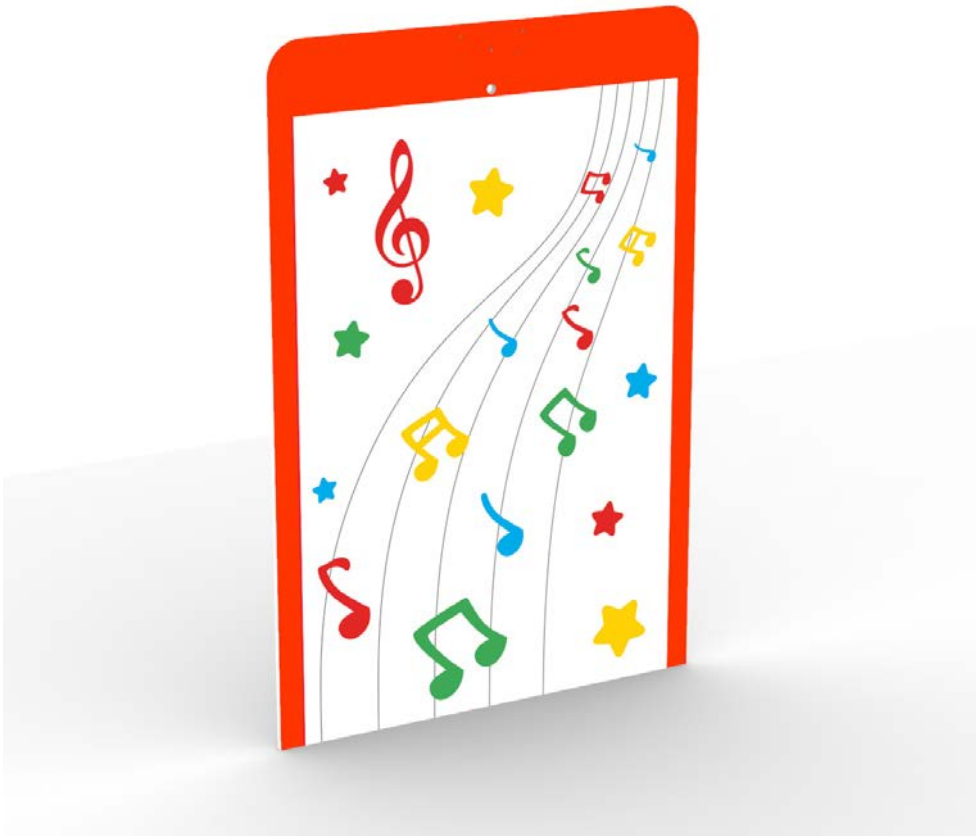
To combine with gondola modules

Packaging informations:

Code	Dimensions (mm)	Weight (kg)	Elements
E9568	1500 x 1020 x 70	34	1 pcs

E9568 - Music dress 150

To combine with gondola modules

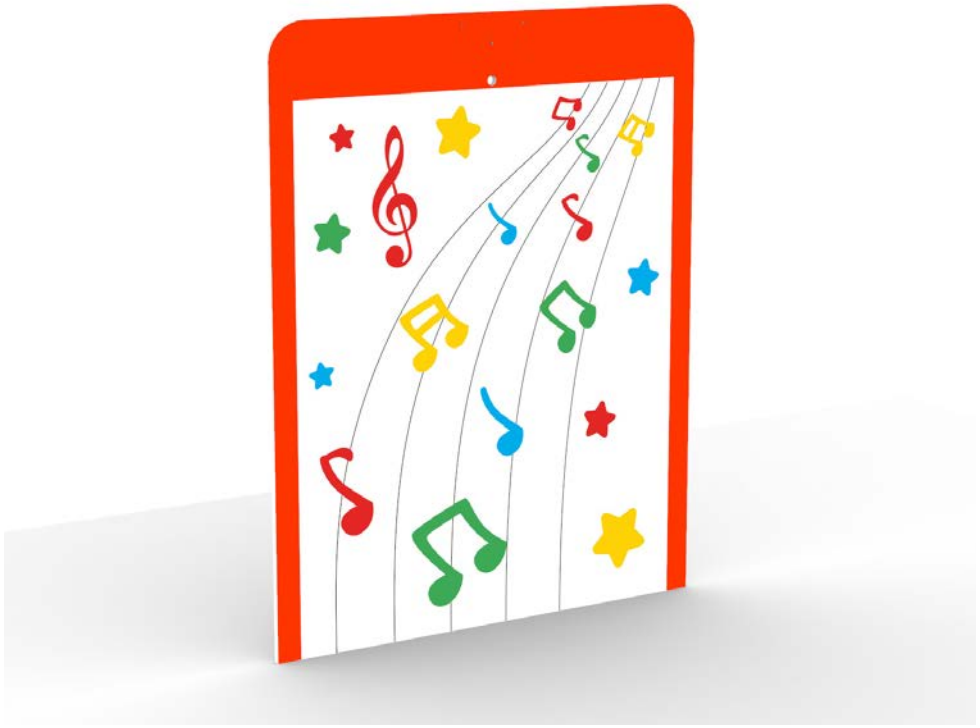


Packaging informations:

Code	Dimensions (mm)	Weight (kg)	Elements
E9568	1500 x 1020 x 70	34	1 pcs

E9567 - Music dress 120

To combine with gondola modules



Packaging informations:

Code	Dimensions (mm)	Weight (kg)	Elements
E9567	1300 x 1020 x 70	31	1 pcs

Music toys
Gondola 120 h150

Music toys
Gondola 120 h120

E9566 - Kitchen & Food dress 150

with Kids and Kitchen (A) or without (B)

To combine with gondola modules

Packaging informations:

Code	Dimensions (mm)	Weight (kg)	Elements
E9566-A	1500 x 1020 x 70	34	1 pcs
E9566-B	1500 x 1020 x 70	34	1 pcs

E9565 - Kitchen & Food dress 120

with Kids and Kitchen (A) or without (B)

To combine with gondola modules

Packaging informations:

Code	Dimensions (mm)	Weight (kg)	Elements
E9565-A	1300 x 1020 x 70	31	1 pcs
E9565-B	1300 x 1020 x 70	31	1 pcs

Kitchen&Food
Gondola 120 h150

Kitchen&Food
Gondola 120 h120

E9573 - Pepe & Friends dress 150

To combine with gondola modules

Packaging informations:

Code	Dimensions (mm)	Weight (kg)	Elements
E9573	1500 x 1020 x 70	34	1 pcs

E9574 - Pepe & Friends dress 120

To combine with gondola modules

Packaging informations:

Code	Dimensions (mm)	Weight (kg)	Elements
E9574	1300 x 1020 x 70	31	1 pcs

Pepe&Friends
Gondola 90 h150

Pepe&Friends
Gondola 90 h120

800887 - Baby Einstein dress 150

To combine with gondola modules

Packaging informations:

Code	Dimensions (mm)	Weight (kg)	Elements
800887	1500 x 1020 x 70	34	1 pcs

800888 - Baby Einstein dress 120

To combine with gondola modules

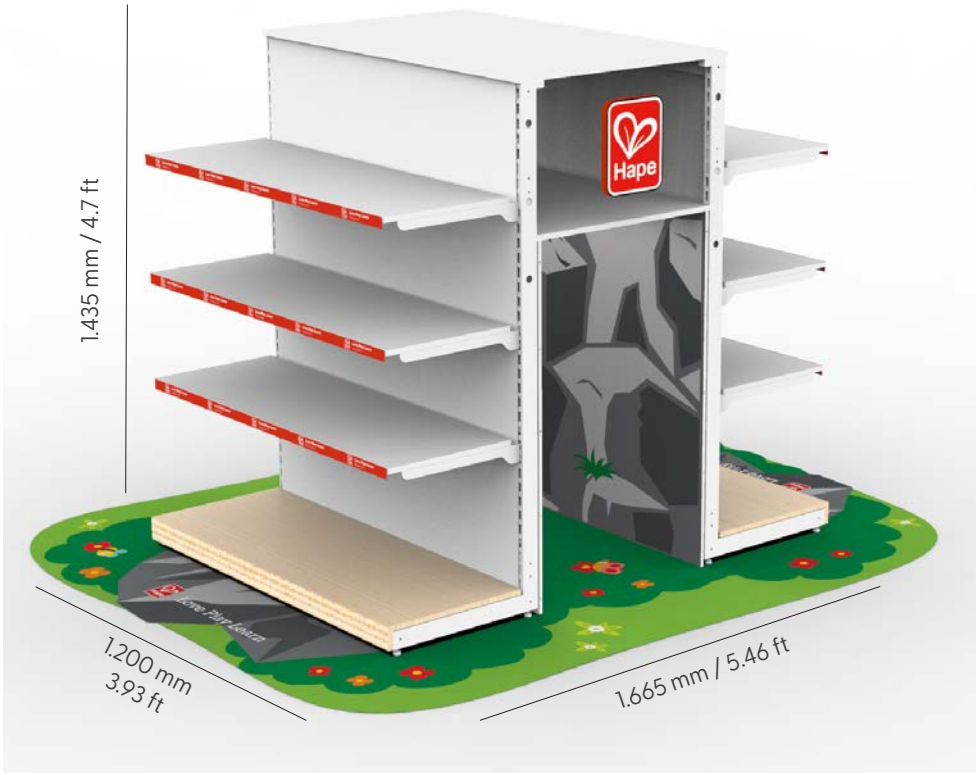
Packaging informations:

Code	Dimensions (mm)	Weight (kg)	Elements
800888	1300 x 1020 x 70	31	1 pcs

Baby Einstein
Gondola 90 h150

Baby Einstein
Gondola 90 h120

E9555 - Tunnel 120



It includes: structure, 6 shelves with integrated lights, 6 shelf price holders, red stripes for shelves, 2 logo light 25cm, inside panels, front panels.

The price includes Frontal panels

Elements included

Extention unit structure

6x Shelves

Undershelf lights

2x Logo with integrated light 25cm

6x Price holders for shelf

Roll of Red stripe for shelves

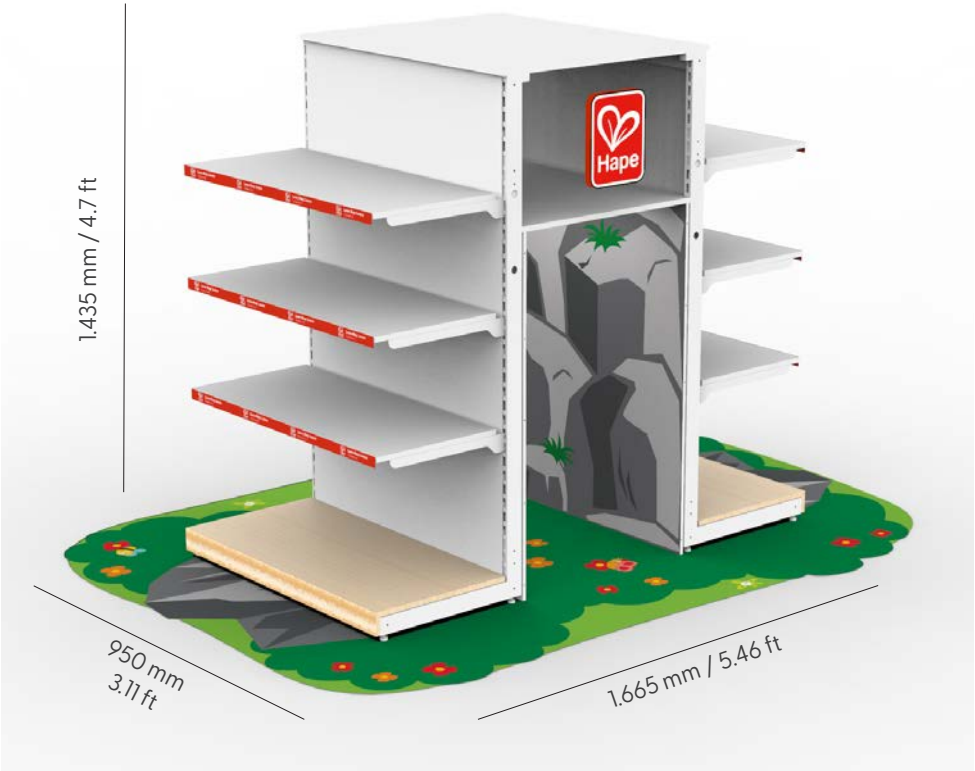
Frontal panels

Floor stickers are not included, they can be ordered separately. More details at page 69

Packaging informations:

Code	Dimensions (mm)	Weight (kg)	Elements
E9555-1	1190 x 780 x 155	40,5	Structure
E9555-2	1165 x 615 x 105	32,5	Metal back panels
E9555-3	1165 x 435 x 155	38,5	Shelves
E9555-4	1190 x 1060 x 75	27,5	Inside panels
E9557	1500 x 885 x 90	41,5	4 panels

E9556 - Tunnel 90



It includes: structure, 6 shelves with integrated lights, 6 shelf price holders, red stripes for shelves, 2 logo light 25cm, inside panels, front panels.

The price includes Frontal panels

Elements included

Extention unit structure

6x Shelves

Undershelf lights

2x Logo with integrated light 25cm

6x Price holders for shelf

Roll of Red stripe for shelves

Frontal panels

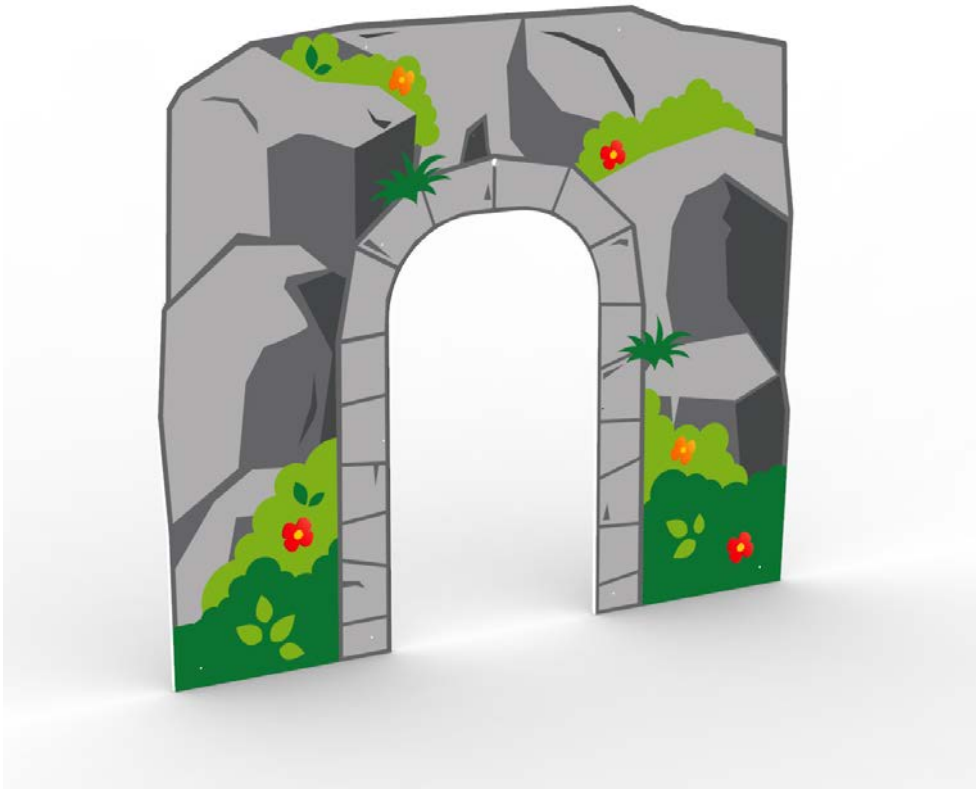
Floor stickers are not included, they can be ordered separately. More details at page 69

Packaging informations:

Code	Dimensions (mm)	Weight (kg)	Elements
E9556-1	1190 x 780 x155	37,5	Structure
E9556-2	860 x 615 x 105	29	Metal back panels
E9556-3	865 x 435 x 155	24	Shelves
E9556-4	890 x 1060 x 75	24	Inside panels
E9557	1500 x 885 x 90	41,5	4 panels

E9557 - Tunnel dress

To combine with tunnel module



Packaging informations:

Code	Dimensions (mm)	Weight (kg)	Elements
E9557	1500 x 885 x 90	41,5	4 panels

Can also be ordered singularly

Overview

E9547
Double wall unit

E9547 + E9548 x1
3 Sections

E9547 + E9548 x2
4 Sections

E9547 + E9548 x3
5 Sections

E9551
Gondola 120 x 150
to combine with dress

E9551
Gondola 120 x 120
to combine with dress

E9553
Gondola 90 x 150
to combine with dress

E9553
Gondola 90 x 150
to combine with dress

E9555
Tunnel 120

E9556
Tunnel 90

E9546
Single wall unit

Accessories

Included in the units

E9570 - Price Holders

With double tape, can be used on any shelf

Can be cut and adapted to the shelf lenght

E9569 - Brand stripe for shelf

Can be cut and adapted to the shelf lenght

E9560 - Logo with Light 40cm

Used for E9547 and E9548 (Double wall unit and Extension)

Can be orderd singularly

E9562 - Logo with Light 25cm

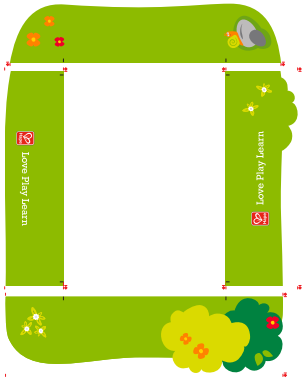
Used for Gondolas and Tunnel

Can be orderd singularly

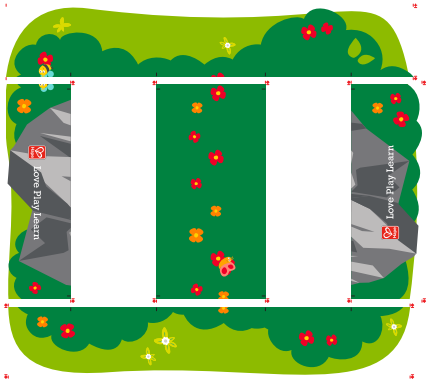
Stickers

Stickers not included in the units, can be ordered as extra

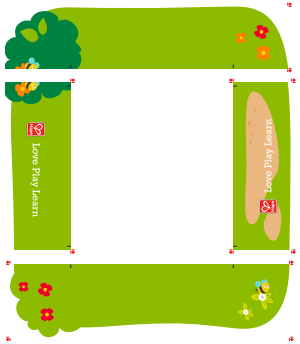
Z9501 - Gondola 90



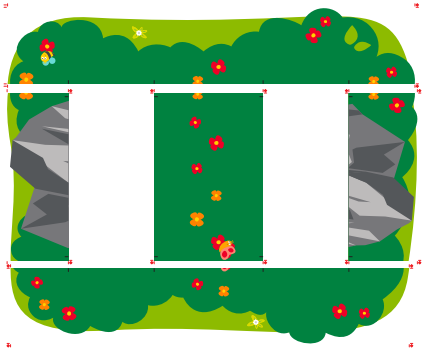
Z9503 - Tunnel 120



Z9501 - Gondola 120



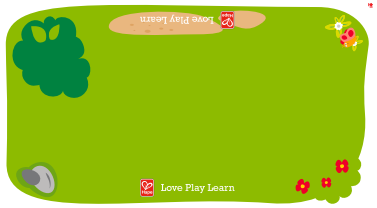
Z9504 - Tunnel 90



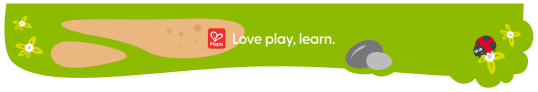
Z9505 - Single wall unit

Z9508 - Quadruple wall unit

Z9510 - Train playtable

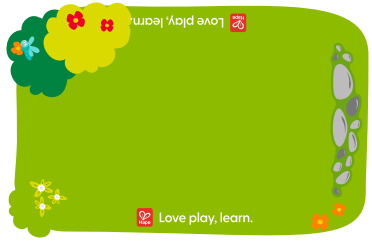


Z9506 - Double wall unit

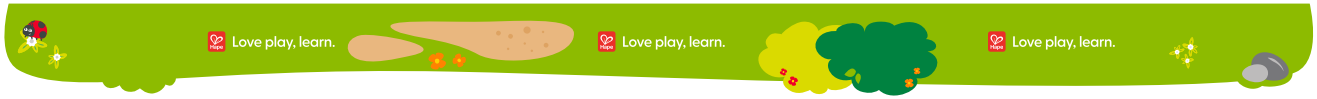


Z9507 - Triple wall unit

Z9515 - Low unit



Z9509 - 5 sections wall unit



Stickers

Stickers not included in the units, can be ordered as extra

Z9514 - Mat

Mat for big demos to add to the basic graphics.

Not included in the units, can be ordered as extra.

Z9511 - Logo 60cm

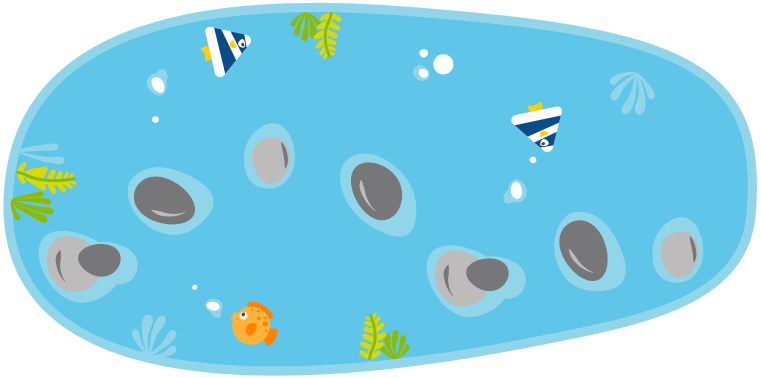
Not included in the units, can be ordered as extra.

60cm diameter

Z9516 - Lake

Ideal for activity or play areas

Not included in the units, can be ordered as extra.



Z9512 - Pins

Not included in the units, can be ordered as extra.

Z9513 - Stripes

Not included in the units, can be ordered as extra.

Z9517 - Train track

Ideal for tunnel gondola and engine play table,

Not included in the units, can be ordered as extra.

Z9518 - Wall stickers Vinyl

Background graphic for wall units. Customized according wall dimensions.

Not included in the units, can be ordered as extra.

Z9519 - Wall stickers PVC

Background graphic can be printed on PVC panels where needed.

Not included in the units, can be ordered as extra.

Other POS

E9537
Junior Inventor play Table

E9126
Maze and puzzle holder

E9282
Railway 18M+ playtable

E9501
Jungle play table

E9276
Engine play table

E9296
Rotating puzzle display

E9503
Energy train showcase

E9504
Mountain mine showcase

E9502
Grand station showcase

E9254
Toddler music display

E9092
Rocket XXL

E9019
Pepe Walk-a-long XXL

E9020
Crocodile walk-a-long XXL

E9505
Nature fun display

E9549
Low unit

For these and more POS please contact the regional office.

07

Hape

Thanks!

For questions please contact the regional office